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Xie, L.; Shamma, D.A.; Snoek, C.

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Content is Dead; Long-live Content!

Panel Organizers:

Lexing Xie
Australian National University
lexing.xie@anu.edu.au

David Ayman Shamma
Yahoo! Research
aymans@acm.org

Cees Snoek
University of Amsterdam
cgmsnoek@uva.nl

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Panel Overview

Multimedia content analysis has always held a major research role in the ACM Multimedia research community. Ten years ago, at ACM MM 2002, a panel debated on “Media Semantics: Who Needs It and Why?” [2] Today, the answer is obvious. Multimedia content analysis has burgeoned on a foundation of machine learning and data-intensive algorithms, and has influenced many recent applications, from finding faces to augmenting reality.

The past decade has brought new paradigms in media semantics such as tagging, social networks, location-based services and mobility or SoLoMo as it is often abbreviated. This is the time to ask how much, and in what ways do these changes shift the foundations of content analysis – how is having such rich metadata narrowing the well-known *sensory gap* [3] between media capture and real-world experience, or does it narrow the *semantic gap* [3] between automatic understanding and user interpretation? What do emerging approaches and paradigms – search and annotation in social information networks, crowd-sourced content tagging – mean for the future of content analysis in general? Is multimedia content analysis in its traditional legacy still a valid area of inquiry? Does the use and analysis of media need to be cast in new lights in order to maintain relevant for emerging modes of media sharing?

This panel hosts senior experts from academia and the major industry Internet principals to debate whether content can continue to play a role in multimedia research and address utility and direction of content analysis in the age of social

media. The title of this panel is inspired by a debate in the world-wide-web community in 2010 [1].

A list of questions that will be posed to the panel include:

- What has been the biggest change in multimedia content analysis over the past ten years?
- Is multimedia content analysis in its traditional legacy still a valid area of inquiry?
- Should emerging modes of media creation, use and sharing change how content analysis problems are posed and solved?
- What are the two most important and fundamental multimedia questions for the next ten years?
- How does the tool (Twitter vs Instagram vs Email vs etc) change the perceived semantics of the multimedia?
- Content ... really? Do we still need it at all or is SoLoMo sufficient?
- What changes does content analysis need, if any? Should we now bifurcate into content semantics and context semantics?
- What other signals, aside from content and SoLoMo, should be added into multimedia research in the next 5 years?

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